

## In the Claims

1. (Currently Amended) A method for inserting targeted advertisements into a media delivery stream during broadcast media programming, comprising:

receiving at a media delivery device a plurality of advertisements pre-identified by a transmitting entity to appeal to a preference of one or more viewers;

receiving and storing in a database data representing a set of characteristics associated with each of the plurality of advertisements received by the media delivery device, ~~each of the set of characteristics being unassociated with the one or more viewers;~~

~~from the stored data, creating a record associated with each of the plurality of advertisements, the record including a classification for each data element of the set of characteristics;~~

~~assigning a weighting to at least two data elements in each record of the plurality of advertisements;~~

receiving a signal at the media delivery device to insert a stored advertisement into the media delivery stream during broadcast media programming, wherein the signal to insert the stored advertisement is sent with the broadcast media programming, the signal including at least one ~~classification requirement~~ required characteristic for the inserted stored advertisement;

searching the set of characteristics associated with each record of the plurality of advertisements ~~for a stored advertisement having the at least one data element~~ and selecting advertisements that satisfying the at least one required characteristic ~~classification requirement that is provided in the signal;~~

when the search produces more than one stored advertisement satisfying the at least one required characteristic ~~classification requirement~~, selecting the stored advertisement to be inserted by applying a weighting to ~~comparing directly together each of the at least one two characteristic element weightings in the record for~~ of each of the stored advertisements and comparing at least one weighted characteristic of each stored advertisement, wherein the at least one weighted characteristic includes the past usage of the stored advertisement by the display device ~~that were produced by the search; and~~

inserting the selected advertisement stored in the database into the media delivery stream;  
and

~~transmitting a request from the media delivery device to an external network through a telecommunications link to receive the plurality of advertisements for storage in the media delivery device.~~

2. (Original) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the advertisements are television commercials.

3. (Original) The method for inserting targeted advertisements into a media delivery stream according to claim 2, wherein the media delivery device is a set top box for receiving broadcast signals for a cable or satellite television network system.

4-6. (Cancelled)

7. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the set of characteristics associated with each of the plurality of advertisements ~~classifications~~ include at least two of:

- the identity of the advertiser,
- the types of broadcasts already broadcast during a television program,
- the time of the day of the week of the television program,
- a frequency by which each resulting commercial has been inserted,
- a price paid by an advertiser,
- a expiration date of an advertising contract, and
- a correlation between a product being advertised and a type of the television program being viewed.

8. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 3, wherein the plurality of ~~stored~~ advertisements are received by the media delivery device as encoded data files through the telecommunications link to an external database of advertisements.

9. (Previously Presented) The method for inserting targeted advertisements into a media delivery

stream according to claim 1, further comprising:

transmitting signals between the media delivery device and the external network indicating the one or more types of advertisements that appeal to users of the media delivery device.

10. (Cancelled)

11. (Currently Amended) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the at least ~~two~~ one characteristic of each stored advertisement weighted elements in the record of the more than one stored advertisements satisfying the at least one required characteristic includes one or more of: a sponsor name; a type of product advertised; and a relative pricing of the product advertised.

12-20. (Cancelled)

21. (Withdrawn) A system for inserting television commercials stored locally in a television set top box into a media programming stream, comprising:

(a) a receiver for receiving broadcast media programming into the set top box;  
(b) a commercials database for storing advertisements in the set top box;  
(c) a commercials detector for detecting audio tones in broadcast media programming where one or more of the detected audio tones are substitution signals that indicate authorization for a local television station to insert locally stored advertisement into the media stream, wherein the locally stored advertisement which is inserted is determined based on the frequency that each of a plurality of advertisements stored in the set top box has been previously inserted, and wherein at least one advertisement among the plurality of stored advertisements which has not been frequently inserted is favored over the remaining plurality of stored advertisements; and

(d) switching logic to interrupt a television connected to the set top box from the media programming stream and to temporarily decode a television commercial stored in the commercials database when a substitution signal is detected in the commercials detector.

22-23. (Cancelled)

24. (Currently Amended) A computer readable medium containing instructions for performing acts when executed on a computing device, comprising:

receiving at a media delivery device a plurality of advertisements pre-identified by a transmitting entity to appeal to a preference of one or more viewers;

receiving and storing in a database data representing a set of characteristics associated with each of the plurality of advertisements received by the media delivery device, each of the set of characteristics being unassociated with the one or ~~of~~ more viewers;

~~from the stored data, creating a record associated with each of the plurality of advertisements, the record including a classification for each data element of the set of characteristics;~~

~~assigning a weighting to at least two data elements in each record of the plurality of advertisements;~~

receiving a signal at the media delivery device to insert a stored advertisement into a ~~the~~ media delivery stream during broadcast media programming, wherein the signal to insert the stored advertisement is sent with the broadcast media programming, the signal including at least one required characteristic classification requirement for the inserted stored advertisement;

searching the set of characteristics associated with each record of the plurality of advertisements ~~for a stored advertisement having the at least one data element and selecting advertisements that satisfying the at least one required characteristic classification requirement that is provided in the signal;~~

when the search produces more than one stored advertisement satisfying the at least one required characteristic classification requirement, selecting the stored advertisement to be inserted by applying a weighting to comparing directly together each of the at least two one characteristic element weightings in the record for of each of the stored advertisements and comparing at least one weighted characteristic of each stored advertisement, wherein the one or more weighted characteristics are unassociated with the one or more viewers; and

inserting the selected advertisement ~~stored in the database~~ into the media delivery stream; and

~~transmitting a request from the media delivery device to an external network through a~~

telecommunications link to receive the plurality of advertisements for storage in the media delivery device.

25. (Currently Amended) The computer readable medium of method for inserting targeted advertisements into a media delivery stream according to claim 24, wherein the advertisements are television commercials.

26. (Currently Amended) The computer readable medium of method for inserting targeted advertisements into a media delivery stream according to claim 25, wherein the media delivery device is a set top box for receiving broadcast signals for a cable or satellite television network system.

27. (Currently Amended) The computer readable medium of method for inserting targeted advertisements into a media delivery stream according to claim 24, wherein the set of characteristics associated with each of the plurality of advertisements classifications include at least two of:

- the identity of the advertiser,
- the types of broadcasts already broadcast during a television program,
- the time of the day of the week of the television program,
- a frequency by which each resulting commercial has been inserted,
- a price paid by an advertiser,
- a expiration date of an advertising contract, and
- a correlation between a product being advertised and a type of the television program being viewed.

28. (Currently Amended) The computer readable medium of method for inserting targeted advertisements into a media delivery stream according to claim 26, wherein the plurality of ~~stored~~ advertisements are received by the media delivery device as encoded data files through the telecommunications link to an external database of advertisements.

29. (Currently Amended) The computer readable medium of method for inserting targeted

~~advertisements into a media delivery stream according to claim 24, further comprising:~~

transmitting signals between the media delivery device and the external network indicating the one or more types of advertisements that appeal to users of the media delivery device.

30. (Cancelled)

31. (Currently Amended) The computer readable medium of method for inserting targeted advertisements into a media delivery stream according to claim 24~~32~~, wherein the at least ~~two~~ one characteristic of each stored advertisement weighted elements in the record of the more than one stored advertisement satisfying the at least one required characteristic includes one or more of: a sponsor name; a type of product advertised; and a relative pricing of the product advertised.

32. (New) The method for inserting targeted advertisements into a media delivery stream according to claim 1, wherein the set of characteristics associated with each of the plurality of advertisements comprises a content type field and the selecting of advertisements that satisfy the at least one required characteristic comprises applying a bit mask to the content type field wherein the most general category types are masked with high order bits and the most specific category types are masked with low order bits.

33. (New) The computer readable medium of claim 24, wherein the set of characteristics associated with each of the plurality of advertisements comprises a content type field and the selecting of advertisements that satisfy the at least one required characteristic comprises applying a bit mask to the content type field wherein the most general category types are masked with high order bits and the most specific category types are masked with low order bits.